

# **UTAH-EUROPE DAYS**

## **SUCCESSFUL EUROPEAN STRATEGIES FOR UTAH COMPANIES**

### **THE PARADOX OF TECHNOLOGY DRIVEN PRODUCTS AND INVESTOR “TIME-TO-MARKET” EXPECTATIONS!**

**IS CREATED BY:**

- **PRODUCT LIFE CYCLE TIME PRESSURES**
- **LIMITED FINANCING RESOURCES**
- **LIMITED PRACTICAL EXPERIENCE AND MARKET KNOWLEDGE**

**AND TOO OFTEN MEANS:**

- **RANDOM APPROACH AND EFFORTS**
- **UNDER FUNDED EFFORTS**
- **WASTED TIME AND \$\$**
- **HIT AND MISS RESULTS**

**TODAY’S DISCUSSION:**

- **ISSUE AWARENESS**
- **RESOURCE DISCOVERY**
- **CREDIBLE CONTACTS AND NETWORKING**